

FIG. 2

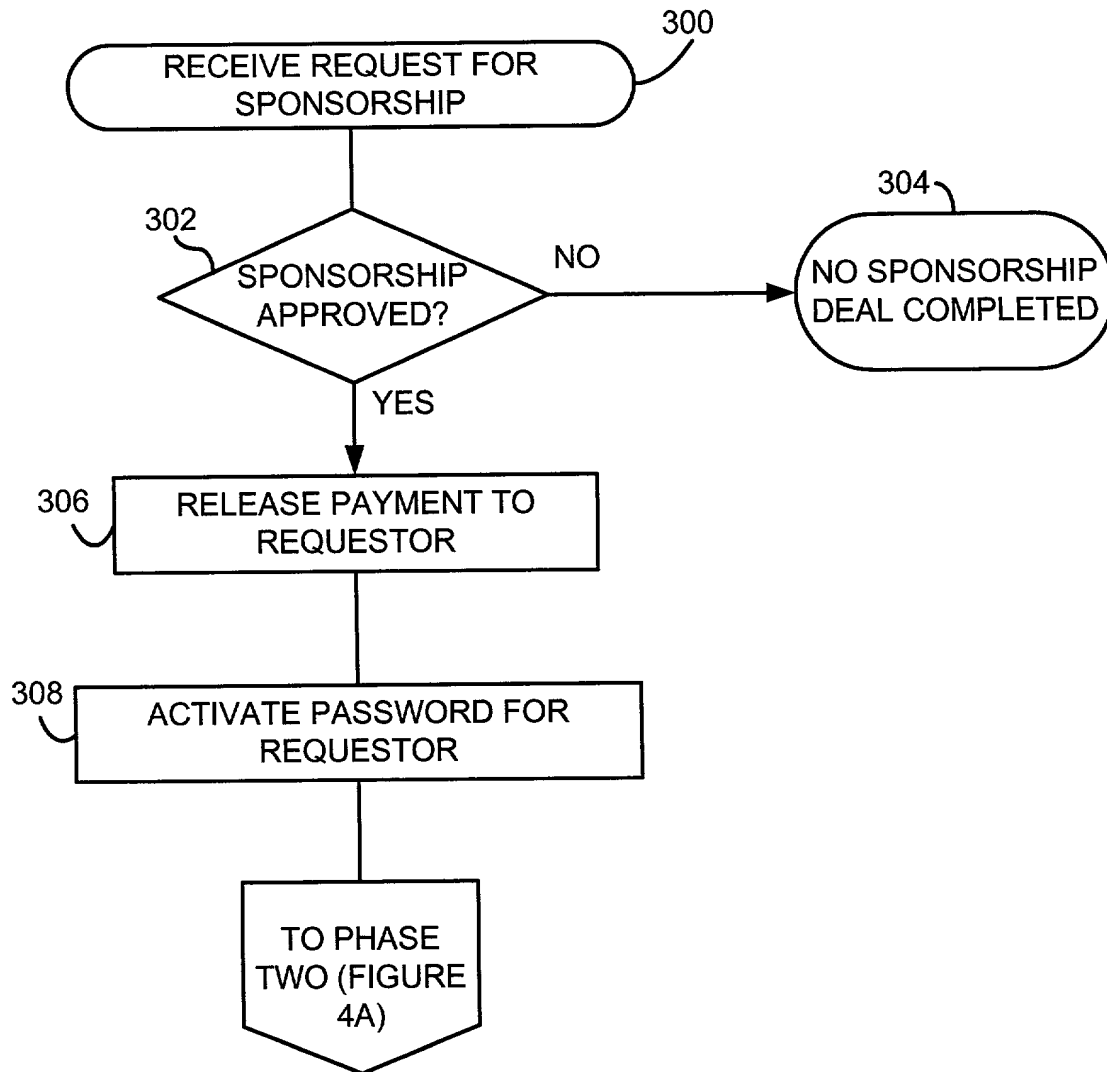


FIG. 3A

Trademark Use Company Profile

We will need some information about your company to create a new trademark use account. Please enter your company information below:

Asterisk () denotes required information*

* First Name:

* Last Name:

* Company Name:

* Contact Phone:

FAX Number:

* E-mail Address:

Company URL:

* Account Password:

* Company Address:

City:

State:

Zip:


☐ Please keep me up to date with the latest BellSouth Intellectual Property products and services announcements via e-mail.

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FIG. 3B



Intellectual Property

Trademark Use Event Registration

Please register your event by completing the form below.
Asterisk () denotes required information*

* Event Title:

* Event Description:
(maximum of 255 characters will be saved)

* Event Start Date:
(mm/dd/yyyy)

* Event Duration:
-Please Select-

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Please enter your BellSouth Contact information for this event:

* Contact Name:

* Business Unit:
(example: Consumer, Small Business, Mobility, etc.)

* Contact Phone:

* E-mail:

* Sponsor Fee:
\$ (maximum value is \$50,000)

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FIG. 3C

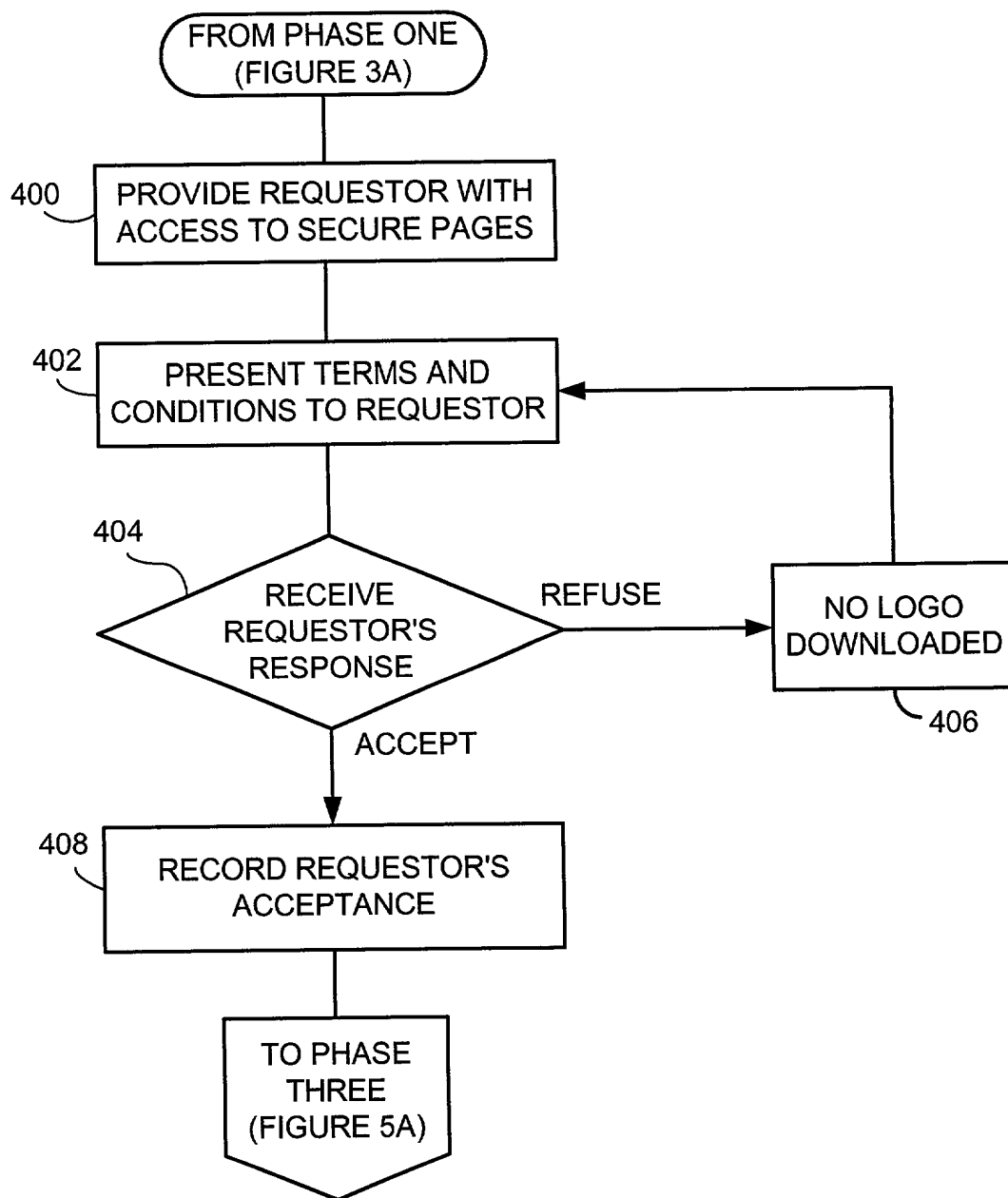


FIG. 4A

Trademark Use Agreement for Small Sponsorships Login

The BellSouth name, mark, or logo (the "BellSouth Marks") may not be used by third parties without agreeing to the online trademark agreement or obtaining the prior written consent of BellSouth Intellectual Property Marketing Corporation ("BellSouth"). Any unauthorized use of the BellSouth Marks is a violation of BellSouth's intellectual property rights.

Organizations can register here to gain permission to use the BellSouth name and logo solely for reproduction associated with an event. You will be able to download approved BellSouth Mark graphics for use.

Enter your e-mail address and password to gain access to an existing company account.

- If your company does not have an account, you will need to create a new account.
- If you do not remember the account's password, we can E-mail it to you so that you can access your company account.

E-mail Address:

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Password:

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Login

E-mail Password

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FIG. 4B

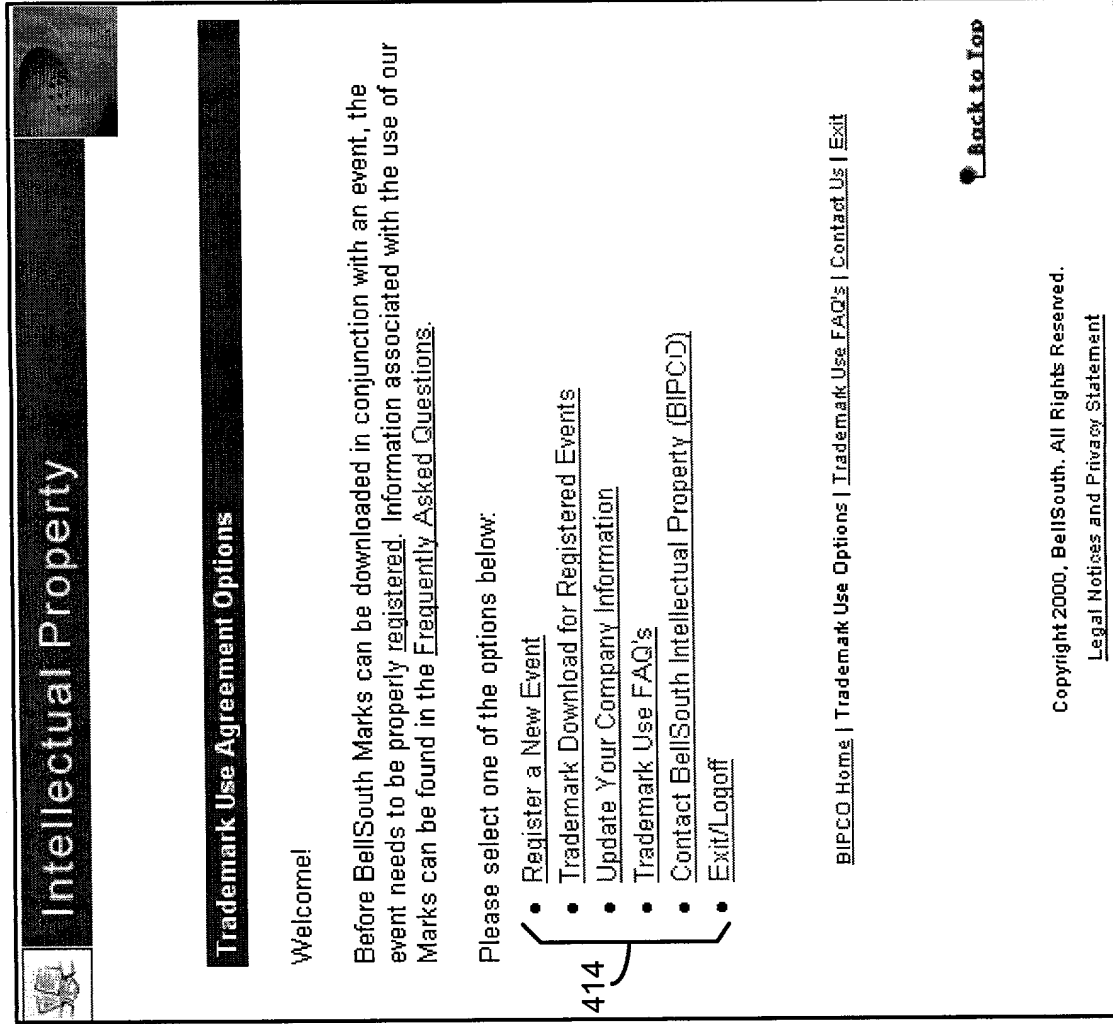


FIG. 4C

Trademark Use Agreement Terms and Conditions

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Organization:	Boy Scouts Troop 288
Event:	Camp Outing

Please read this trademark use agreement ("AGREEMENT") carefully before pressing the "Agree" button below. By Pressing "Agree", you are agreeing to be bound by the terms of this agreement. If you do not agree, please remove the BellSouth name or logo(s) from any promotional or advertising signs or items associated with your event. 424

You have the option to display the terms and conditions for printing. 420

1. You or your organization (the "User") acknowledge that you have entered into a valid written or oral agreement (the "Master Agreement") with BellSouth Corporation or its affiliate or managerially controlled company (the "Sponsor") to sponsor an event (the "Event") conducted or controlled by the User. User further acknowledges that any breach of the Master Agreement shall constitute an immediate breach of this Agreement. To the

428

Agree

426

Disagree

418

FIG. 4D

Intellectual Property

Trademark Use Agreement Terms and Conditions

Organization:	Boy Scouts Troop 288
Event:	Camp Outing

Please read this trademark use agreement ("Agreement") before pressing the "Agree" button below. By agreeing to be bound by the terms of this agreement, you agree to remove the BellSouth name or logo(s) and all advertising signs or items associated with your event.

You have the option to display the terms and conditions of this agreement.

1. You or your organization (the "User") acknowledge that you have entered into a valid written or oral agreement (the "Master Agreement") with BellSouth Corporation or its affiliate or managerially controlled company (the "Sponsor") to sponsor an event (the "Event") conducted or controlled by the User. User further acknowledges that any breach of the Master Agreement shall constitute an immediate breach of this Agreement. To the extent that the terms of this Agreement and the Master Agreement conflict, the terms of this Agreement will control.

2. BellSouth Intellectual Property Marketing Corporation ("BellSouth") hereby grants permission to the User to use the BellSouth name and logo solely for reproduction (the "Mark") subject to the terms hereof. It is one time, nonexclusive and royalty free and is limited to the right to use the name and reproduce the Mark on advertising, publicity, and promotional signs and items (the "Items") associated with the Event for a period running from the date hereof until the last day of the Event (the "Term"), but in no event shall the Term be greater than one year from the date hereof. User must strictly adhere to all graphic standards and marking requirements ordered by BellSouth and shall submit all proposed uses of

Agree

Disagree

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Terms and Conditions - Microsoft Internet Explorer provided by

File Edit View Favorites Tools Help

BELLSOUTH® ONLINE CLICK WRAP AGREEMENT FOR SMALL SPONSORSHIPS

PLEASE READ THIS TRADEMARK USE AGREEMENT ("AGREEMENT") CAREFULLY BEFORE PRESSING THE "AGREE" BUTTON BELOW. BY PRESSING "AGREE," YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.



1. You or your organization (the "User") acknowledge that you have entered into a valid written or oral agreement (the "Master Agreement") with BellSouth Corporation or its affiliate or managerially controlled company (the "Sponsor") to sponsor an event (the "Event") conducted or controlled by the User. User further acknowledges that any breach of the Master Agreement shall constitute an immediate breach of this Agreement. To the extent that the terms of this Agreement and the Master Agreement conflict, the terms of this Agreement will control.
2. BellSouth Intellectual Property Marketing Corporation ("BellSouth") hereby grants permission to the User to use the BellSouth name and logo solely for reproduction (the "Mark") subject to the terms hereof. It is one time, nonexclusive and royalty free and is limited to the right to use the name and reproduce the Mark on advertising, publicity, and promotional signs and items (the "Items") associated with the Event for a period running from the date hereof until the last day of the Event (the "Term"), but in no event shall the Term be greater than one year from the date hereof. User must strictly adhere to all graphic standards and marking requirements ordered by BellSouth and shall submit all proposed uses of

FIG. 4E

Trademark Use Registered Events

The BellSouth name, mark, or logo (the "BellSouth Marks") may not be used by third parties without agreeing to the online trademark agreement or obtaining the prior written consent of BellSouth Intellectual Property Marketing Corporation ("BellSouth"). Any unauthorized use of the BellSouth Marks is a violation of BellSouth's intellectual property rights.

Please select the event for which you will be downloading BellSouth logos by clicking on the event title. You also have the option to [add a new event](#) to the list.

View	Boy Scouts Event Title(s)	Start Date
	Camp Outing	

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FIG. 4F

	
Kipservices@bellsouth.net	
11/13/2001 01:40 PM	
To:	<troop.leader@scouts.com>
cc:	
Subject:	Trademark License Agreement Event Registration

Dear Mr. Troop Leader,

Your BellSouth Click Wrap Online Trademark License Agreement is complete. The following information has been entered into the BellSouth Trademark License Agreement database:

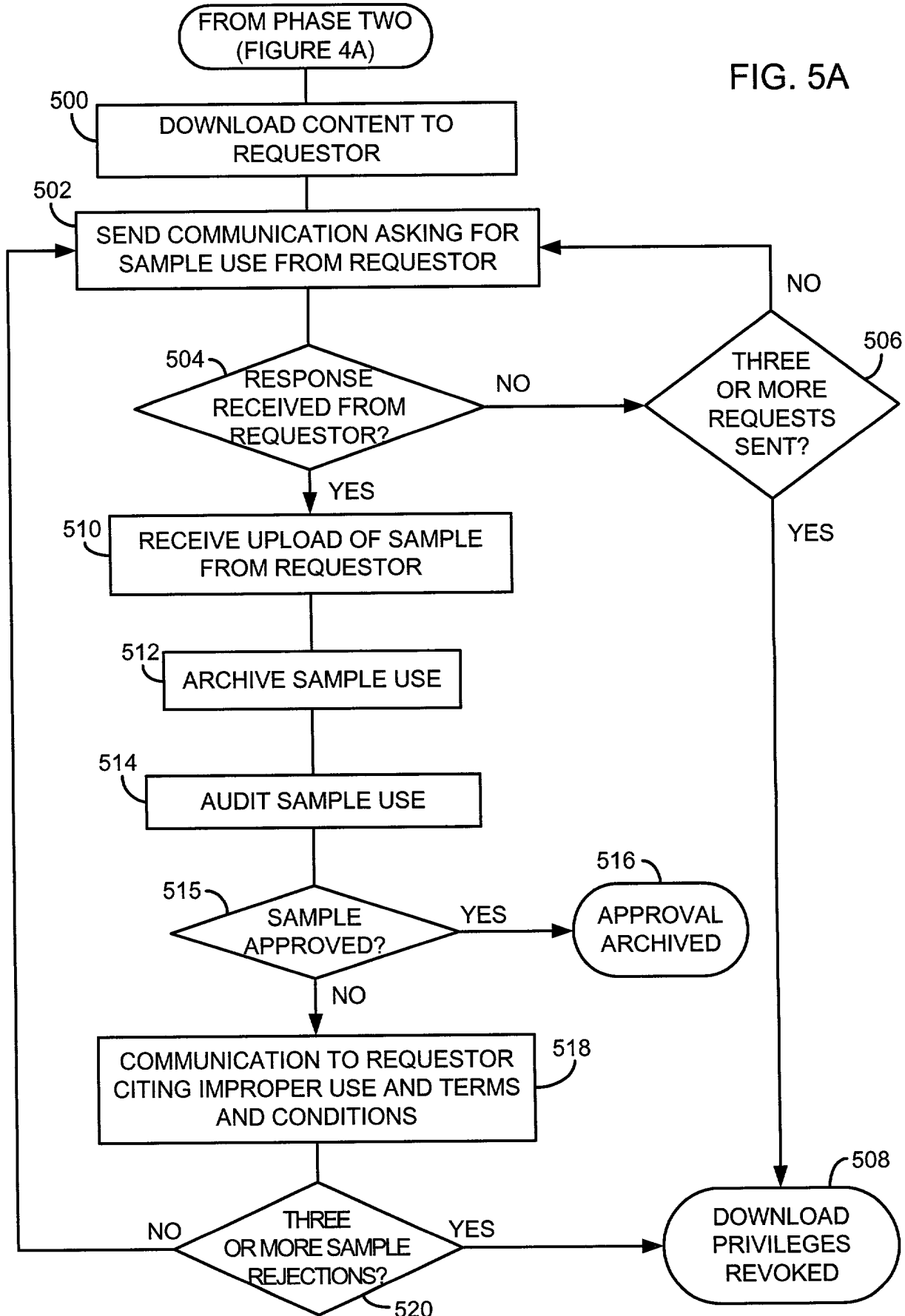
Your Company: Boy Scout Troop 288
Company Address: Scout Road
Anywhere, State 55555

Event Title: Camp Outing
Event Date: 1/1/02
BellSouth Sponsoring Company: Consumer Division
Date of Entry: 11/13/01 1:32:01 PM

Thank you for using the BellSouth Click Wrap Online Trademark License Agreement

FIG. 4G

FIG. 5A



Trademark Use Logo Slick Page

To download a graphic for the event, **Test Event**, please click on the selected graphic's file format.

Please note, the BellSouth Affiliate and/or the Event Holder must provide examples of how the BellSouth mark will be displayed at the event to the BIPMAN Corporate Identity Director, Mary Van Ehrlich. Telephone (404) 249-2451 or [e-mail](#).

BellSouth Logo

Format(s): [EPS](#) | [JPEG](#)

Image is about 75% actual graphic size. The graphic is offered in encapsulated postscript (EPS) and JPEG formats.

BELLSM**SOUTH**

BellSouth Logo with Bell

Format(s): [EPS](#) | [JPEG](#)

Standard BellSouth logo preceded by the bell symbol. Image is about 75% actual graphic size. The graphic is offered in encapsulated postscript (EPS) and JPEG formats.

BELLSM**SOUTH**

BellSouth Logo with Bell and Registered Trademark

Format(s): [EPS](#) | [JPEG](#)

FIG. 5B